

2.1 Overview of the Proposed Project

The project applicants, Browman Development Company, Inc., J.P. Di Napoli Companies Inc., and the Guglielmo Family (hereinafter “project applicant”) have submitted applications for a zoning amendment; development agreement; site and architectural plan review; conditional use permits; tentative map review; tree removal plan; and grading plan to establish a precise development plan for an approximate 657,250 square foot shopping center on a 66.49-acre site located at the northeast corner of Cochrane Road and U.S. Highway 101. Section 2.7 of this EIR lists the requested actions and required approvals for the proposed project.

The proposed project would include two large anchor stores, retail shops, restaurants (sit-down and fast-food), and a multi-plex cinema with up to 14 screens. The proposed anchor stores could consist of the relocation and expansion of the ‘Target’ store (currently located at the Cochrane Plaza shopping center) and construction of over 530,000 square feet of additional retail, which could include a home improvement store, wholesale store or department store; retail shops; restaurants (sit-down and fast food); and a 63,200 square foot multi-plex cinema with up to 14 screens. The proposed project includes an optional 12-position fuel station that would incorporate a 1,600 square foot convenience market and a 600 square foot car wash as a substitution for 6,000 square feet of retail space. Although a cinema is shown on the site plan, it is speculative at this time. Nonetheless, a cinema was included in the EIR analysis to represent a worst case scenario.

The proposed project also entails a general plan amendment (GPA) for the extension of Mission View Drive north of Cochrane Road instead of extending from De Paul Drive (formerly St. Louise Drive) as designated on the *City of Morgan Hill General Plan* map.

2.2 Project Location

The City of Morgan Hill is located in the southern portion of the County of Santa Clara, approximately 12 miles south of the City of San José and ten miles north of the City of Gilroy. The southern Santa Clara Valley is approximately four miles wide and is surrounded by the Santa Cruz Mountain Range to the west, and the Diablo Mountain Range to the east. The regional project location is shown on **Figure 2-1**.

The project site is located at the northeast corner of the intersection of U.S. Highway 101 and Cochrane Road, on the northern edge of the City of Morgan Hill. The Cochrane Road/U.S. Highway 101 interchange serves as the northern gateway of the City. The project vicinity is shown in **Figure 2-2**. The existing topography and utilities at the project site are shown in **Figure 2-3**.

2.0 PROJECT DESCRIPTION

2.3 Project Site and Surrounding Land Uses

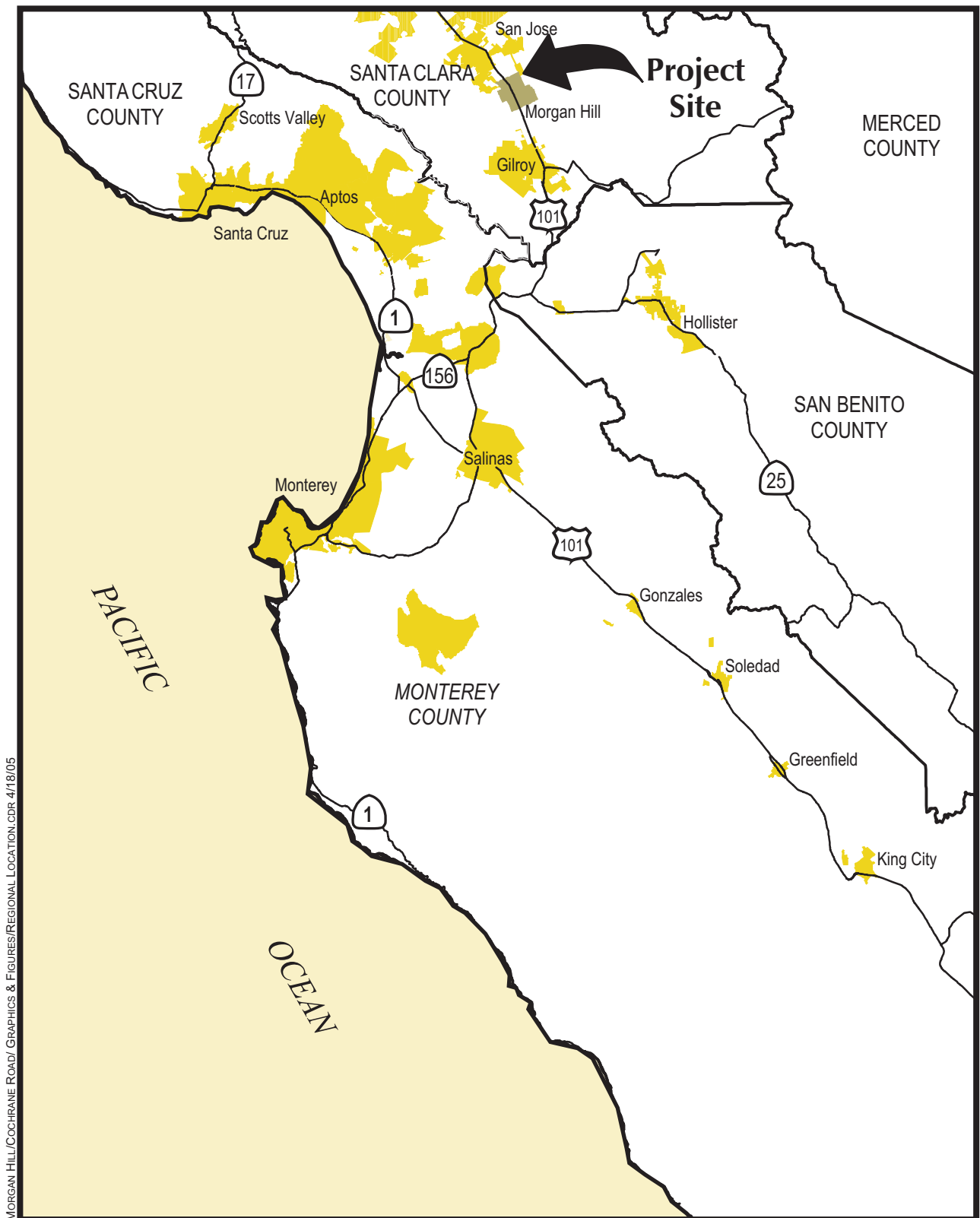
The 66.49-acre project site is generally level and consists of vacant fallow agricultural land, cultivated land (row crops and vineyards), rural residential uses, and an equestrian boarding facility. Approximately 118 trees, comprised primarily of black walnut (*Juglans nigra*), are scattered throughout the project site.

The project site consists of five irregular-shaped parcels under ownership by three separate landowners: the Millerd-Low property (Assessors Parcel Number: 728-37-001), Guglielmo property (Assessors Parcel Numbers: 728-37-002,-005,-007); and Sullivan property (Assessor Parcel Number 728-37-004). An Assessors Parcel Map (APN) of the project site is shown in **Figure 2-4**. Photographs of the project site are shown in **Figures 2-5** and **2-6**.

The Millerd-Low property consists of a 12-acre parcel located at the northeast corner of the project site. The project site is occupied by a horse boarding facility, two residences, and seven out-buildings including a garage, tack rooms, a pump house, a restroom, and a hay barn. The remainder of this parcel consists of fenced pastureland. The Guglielmo property consists of three irregularly-shaped parcels totaling 38 acres in the central and southern portions of the project site. The northern portion of the property is occupied by a small vineyard and the southern part of the property is in cultivation for row crops. A residence and associated barn and pump house are located in the central area of the property. The Sullivan property comprises 16.5 acres located in the western portion of the site. This parcel is currently being dry farmed for wheat and contains no structures or other site improvements.

SURROUNDING LAND USES

Surrounding land uses include vacant land planned for commercial uses and the De Paul Health Center (formerly the St. Louise Hospital) located south of the project site; unincorporated County land located within the City's sphere of influence and vacant land located within the city limits designated 'Single-Family Medium' in the *City of Morgan Hill General Plan* located east of the project site; unincorporated County land located within the City's sphere of influence designated 'Rural County' in the *City of Morgan Hill General Plan* located north of the project site; and U.S. Highway 101 and the SCVWD drainage channel located west of the project site. Although the project site is primarily rural in nature, the area west of the U.S. Highway 101/Cochrane Road interchange is developed primarily with commercial uses, including the Cochrane Plaza shopping center located at the southwest quadrant of this intersection, and a Chevron Station, two hotels, two vacant restaurant pads, and the Madrone Business Park located at the northwest quadrant of this intersection. Surrounding land uses are shown in the aerial photograph presented in **Figure 2-7**.

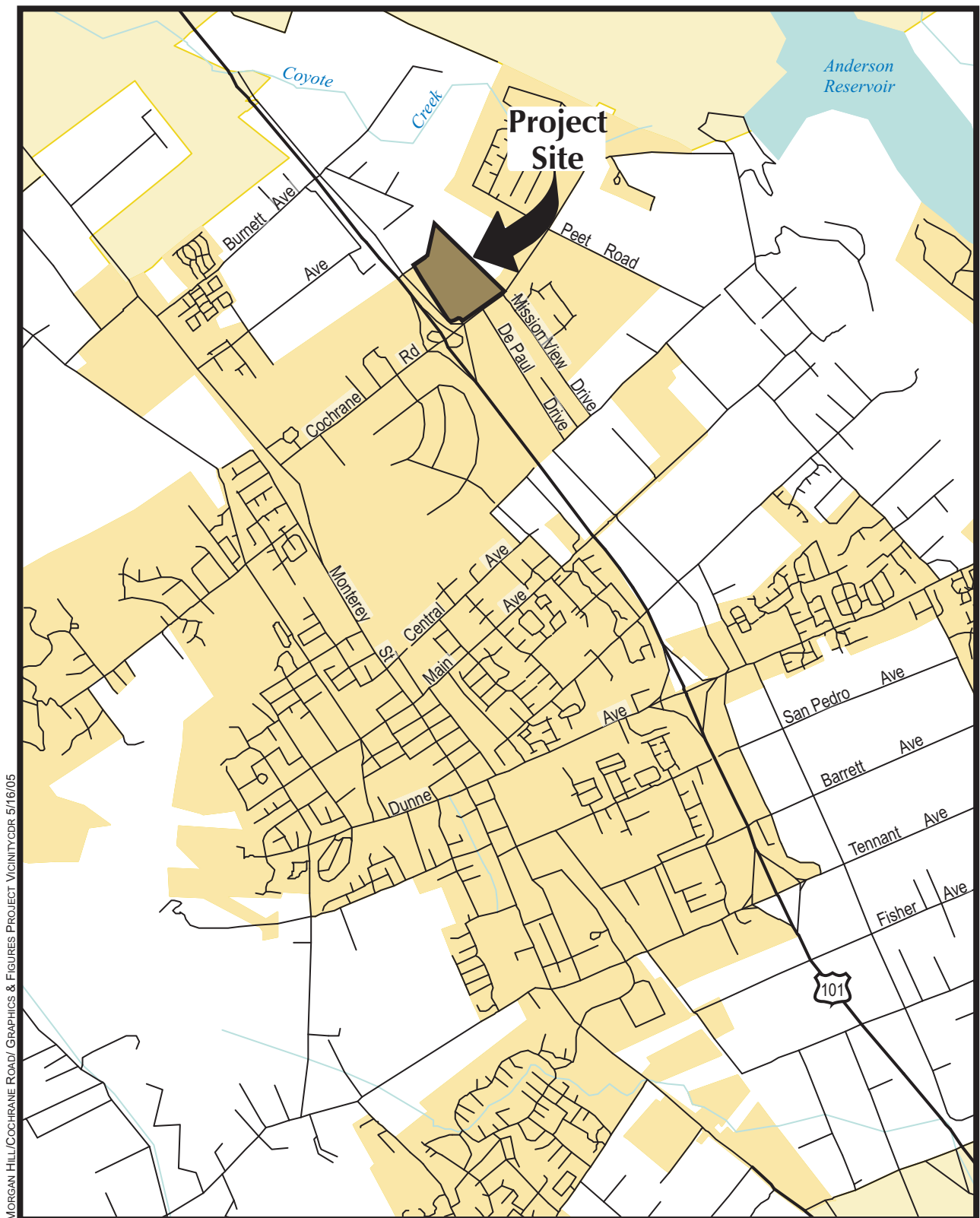


MORGAN HILL/COCHRANE ROAD/ GRAPHICS & FIGURES/REGIONAL LOCATION.CDR 4/18/05

FIGURE 2-1
REGIONAL LOCATION

2.0 PROJECT DESCRIPTION

This page intentionally left blank.

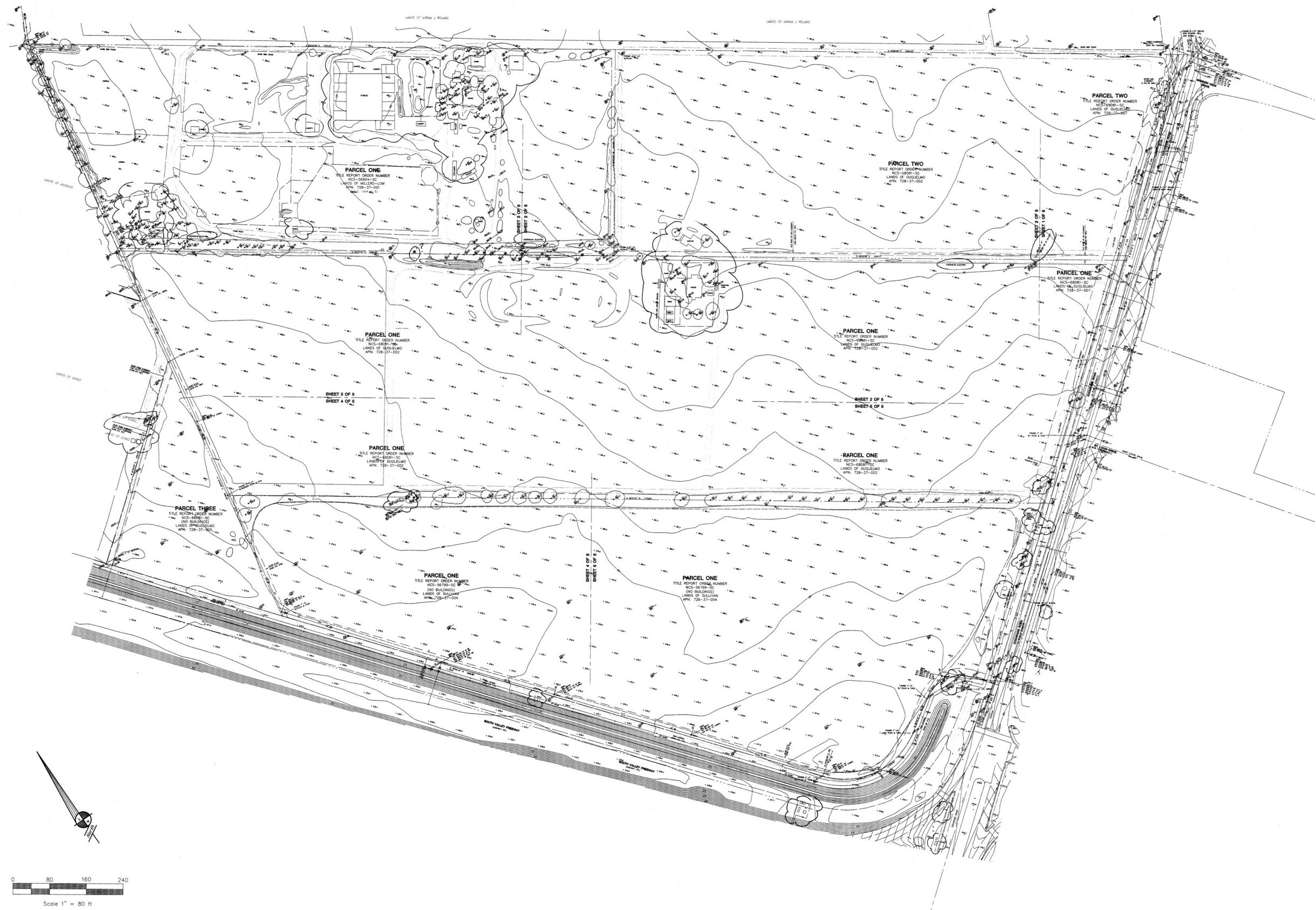


MORGAN HILL/COCHRANE ROAD/ GRAPHICS & FIGURES PROJECT VICINITY.CDR 5/16/05

FIGURE 2-2
PROJECT VICINITY

2.0 PROJECT DESCRIPTION

This page intentionally left blank.



Source: Kier & Wright, Civil Engineers and Surveyors, Inc.

FIGURE 2-3
TOPOGRAPHICAL AND UTILITY SURVEY

2.0 PROJECT DESCRIPTION

This page intentionally left blank.

2.0 PROJECT DESCRIPTION

This page intentionally left blank.



View of the horse boarding facility located on the northeast portion of the project site.



View of the vineyards located on the northern portion of the project site.

2.0 PROJECT DESCRIPTION

This page intentionally left blank.



View of fallow agricultural land from the western portion of the project site.



View of western portion of the project site from Cochrane Road.

2.0 PROJECT DESCRIPTION

This page intentionally left blank.



Source: WAC Corporation

0 250 500
SCALE IN MILES



FIGURE 2-7
SURROUNDING LAND USES

2.0 PROJECT DESCRIPTION

This page intentionally left blank.

Project Relationship to Existing Planning Documents

The project site is located within the city limits of Morgan Hill at the border of the urban growth boundary (UGB), which borders the project site to the north. The UGB is an officially adopted and mapped line dividing land to be developed from land to be protected for natural or rural uses, including agriculture. The project site has a General Plan designation of 'Commercial' in the *City of Morgan Hill General Plan* and a zoning designation of Planned Unit Development (Highway Commercial) 'PUD (HC)' in the *City of Morgan Hill Planning and Zoning Codes*. The *City of Morgan Hill General Plan* designates the project site as the location of a sub-regional commercial site. The project site has been designated for urban uses in the City of Morgan Hill General Plan since 1969 (Personal communication with Rebecca Tolentino, Associate Planner. City of Morgan Hill, April 7, 2005). An analysis of the proposed project compared to existing plans and policies is contained within each of the technical sections in Section 3 of this EIR and in Section 3.9, Land Use and Planning.

2.5 Project Objectives

State CEQA Guidelines Section 15124(b), specifies that an EIR should include:

"A statement of objectives sought by the proposed project. A clearly written statement of objectives will help the lead agency develop a reasonable range of alternatives to evaluate in the EIR and will aid the decision makers in preparing findings of a statement of overriding considerations, if necessary. The statement of objectives should include the underlying purpose of the project."

The objectives of the proposed project, as stated by the applicant, are as follows:

- To provide a retail development that meets the current unmet demand for goods and services and entertainment from consumers residing in the trade area for the City of Morgan Hill and from future residential developments;
- To provide a commercial retail shopping center that serves both the local and regional market area to attract new customers and retailers into the City of Morgan Hill;
- To provide a commercial development that results in a net fiscal benefit to the City of Morgan Hill by generating new sales tax revenue from Morgan Hill residents as well as non-residents attracted to the shopping center, and by increasing property tax revenues;

2.0 PROJECT DESCRIPTION

- To provide a commercial retail shopping center on a large, undeveloped lot in close proximity to an existing highway, near other commercial centers and residential areas, in order to minimize travel lengths and utilize existing infrastructure to the extent possible;
- To provide a commercial center of at least 50 net acres to provide sufficient development area to allow a mixture of uses (including lifestyle and/or entertainment attractions) to create a destination commercial center that will attract various types of customers to the City;
- To create an atmosphere of fun, entertainment, and relaxation for customers in addition to a shopping experience;
- To provide a commercial development that can be adequately served by public services and utilities in a feasible manner;
- To substantially reduce sales dollar leakage out of the City of Morgan Hill;
- To provide a commercial development that creates new jobs for City residents; and
- To complete the development of a large scale retail shopping center on the subject property in a manner substantially consistent with the goals and policies of the City's General Plan Designation as 'Commercial – Sub-Regional Commercial Site Overlay' and its Zoning Designation as 'PUD (HC).'

These objectives are critical in the evaluation of the comparative merits of the Project Alternatives in Section 4.0 of this EIR.

2.5 Project Characteristics

This section provides a summary of the primary characteristics of the proposed project based on project plans and information provided by the project applicant.

The proposed project would include demolition of approximately three residential structures and associated outbuildings, removal of approximately 118 trees and vegetation, and construction of a commercial/retail center at the project site. The proposed project would be comprised of a 657,250 square foot major commercial/retail center that consists of two large anchor stores, including the relocation and expansion of the existing 'Target' store (currently located at the Cochrane Plaza Shopping Center at the southwest corner of U.S. Highway 101/Cochrane Road interchange) into a 123,800 square foot store, and construction of a 140,000 square foot large anchor store; ten major commercial/retail stores, which would range in size from 16,000 to 30,000 square feet; 13 retail stores and/or restaurants that would range in size from 4,000 to 12,000 square feet; eight retail/restaurant pads that would range in size from 3,500 to 7,500 square feet; a 63,200

2.0 PROJECT DESCRIPTION

square foot multi-plex cinema with up to 14 screens; and a 10,400 square foot garden center that would be attached to the 140,000 square foot anchor store. **Table 2-1** summarizes the proposed uses for the project site.

**TABLE 2-1
PROPOSED LAND USES**

Land Use	Number of Structures	Square Footage
Large Anchor Store #1 (Target)	1	123,800*
Large Anchor Store #8	1	140,000
Major Commercial/Retail Stores #2 - #7 and #9 - #12	10	192,950
Shops A to M	13	90,400
Retail/Restaurant Pads #1 to #8	8	36,500**
Cinema (14 screens and 3,000 seats)	1	63,200
Garden Center	1	10,400
Total	35	657,250

* The proposed Target store will not include a full-size grocery store.

** Pad #2 (6,000 square feet) contains an option for a 12-position fuel station, 1,600 square foot convenience market, and 600 square foot car wash.

The project applicant assumes that there would be a mix of retail uses and restaurants. The proposed site plan illustrates that Pad #2 would either consist of 6,000 square feet of commercial/retail space or a fuel station as an optional use. The optional 12-position fuel station would include a 1,600 square foot convenience store and a 600 square-foot car wash. The site plan for the proposed project is shown in **Figure 2-8**. Although a cinema is proposed on the site plan, it is speculative at this time. Nonetheless, a cinema was included in the EIR analysis to represent a worst-case or conservative analysis.

The height of the majority of the buildings at the project site would be between 28 feet and 36 feet. Elevations and schematic building designs of the proposed structures are shown in **Figure 2-9**.

Landscaping

As shown in the Conceptual Landscape Plan in **Figure 2-10**, the proposed project includes planting approximately 923 trees, as well as shrubs and accent plants within the parking areas and adjacent to the proposed commercial/retail uses. The trees proposed for the project site are listed in **Table 2-2**.

2.0 PROJECT DESCRIPTION

**TABLE 2-2
PROPOSED TREE PLANTING**

Common Name	Scientific Name	Count
Live Oak (Multi-Trunk)	<i>Quercas Agrifolia</i>	23
Coast Redwood	<i>Sequoia Sempervirens 'Soquel'</i>	79
Hackberry	<i>Celtis Occidentalis</i>	96
White Birch (Multi-Trunk)	<i>Betula Pendula</i>	28
Chinese Pistache	<i>Pistachia Chinesis</i>	63
Flowering Pear	<i>Pyrus Calleryana 'Aristocrat'</i>	156
Evergreen Elm	<i>Ulmus Parvifolia</i>	108
Red Oak	<i>Quercas Rubra</i>	45
Crape Myrtle	<i>Lagerstroemia 'Natchez' Tree Form</i>	79
Crabapple	<i>Malus Prairiefire</i>	71
Carrier Hawthorne	<i>Crataegus Lavalleyi</i>	52
Majestic India Hawthorne	<i>Rhaphiolepis 'Majestic' Tree Form</i>	123
TOTAL		923

Source: James Ferguson Clabaugh Landscape Architects

Shrubs and accent plants proposed in the Conceptual Landscape Plan include: Varigated Tobria (*Pittosporum Tobira 'Varigata'*), Maiden Grass (*Miscanthus Sinensis 'Gracillimus'*), Pink Indian Hawthorne (*Rhaphiolepis 'Jack Evans'*), White Indian Hawthorne (*Rhaphiolepis 'Clara'*), Dwarf Crape Myrtle (*Lagerstroemia Petite Hybrids*), Dwarf Carolina Laurel Cherry (*Prunus Caroliniana 'Compacta'*), Dwarf Escallonia (*Escallonia 'Terri'*), White Iceberg Rose (*Roas 'Iceberg'*), Red Photinia (*Photinia Fraseri*), Italian Buckthorn (*Rhamnus Alaternus*), Deer Grass (*Muhlenbergia Rigens*), Dwarf Fountain Grass (*Pennisetum Alopercuriodes 'Hamelin'*), and Red Fountain Grass (*Pennisetum Setaceum Rubrum*). Ground covers include: Prostrate Cotoneaster (*Cotoneaster 'Lowfast'*), Star Jasmine (*Trachelospermum Jasminoides*), Purple Leaf Winter Creeper (*Euonymous Fortunei 'Colorat'*), Prostrate Myoporum (*Myoporum Parvifolium 'Putah Creek'*), White Lantana (*Lantana Montevidentis 'White'*), and Red Fescue Sod Grass (unmowed).

Landscaped setback areas are proposed along all the exterior site boundaries, including installation of four to five-foot evergreen shrubbery, which would be located along the western border of the project site adjacent to U.S. Highway 101; mounded berms of turf grass located along the Cochrane Road frontage of the project site, and a six-foot high split